

STORE CLOSED ALL DAY
TOMORROW

WANAMAKER'S

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WEATHER
Generally Cloudy

The Magnitude of the Wanamaker Great August Furniture Sale Is Its Guarantee of Widest Assortments and Largest Economies

Love Reads Without Letters and

counts without arithmetic.

It was Goldsmith who said, "I chose my wife as she did her wedding gown, for qualities that would wear well."

(Do not ask when and where it was said, for the writer only remembers having read it somewhere.)

William Penn, the founder of Pennsylvania, that old fellow who in all winds and weather stands on the top of City Hall, once said:

"Never marry but for love, but see that what thou lovest is lovely."

[Signed]

John Wanamaker

August 11, 1922.



A Social Register of Ampico Owners

A list of owners of the Ampico in most cities reads like the social register.

People who know the best and can afford the best choose the Ampico.

In the music-rooms of many of the most magnificent homes throughout the country a fine Ampico occupies the place of honor.

An electrically operated

Ampico-in-the-Chickering

or

Ampico-in-the-Knabe

is beyond question the highest type of musical instrument that could be possessed.

Yet this supreme invention of the musical world is not beyond the reach of those who must carefully plan their expenditures.

A Chickering or a Knabe Ampico Grand Piano is priced \$3500. In the upright form each is \$1800.

A Marshall & Wendell Ampico Grand Piano is \$1975. In the upright piano form it is \$1050.

A Haines Brothers Ampico Grand Piano is \$2375. An upright is \$1200.

Any of these may be purchased on convenient terms, with used pianos taken as part payment.

Whatever the purchaser pays for his Ampico, he has the satisfaction of knowing that he owns the finest reproducing piano in the world today.

Ask us for literature and information.

(Egyptian Hall, Second Floor)

The Sale of Oriental Rugs

takes on a new interest with the addition of a group of exquisite Kermanshahs, carpet-sized pieces as well as smaller weaves.

All of these have been taken from our regular stock and marked at new low prices.

They are of beautiful quality, in a selection of rich patterns, wrought in soft rose, blue, ecru and ivory.

In the sale also are many Mahal and Chinese carpets, superb Kashan and Saruk pieces, and among smaller rugs are notable groups of Hamadans, Mosuls and Beluchistans, all at special prices.

(Seventh Floor)

IF YOU yourself are in any business, you offer a lower bid on an order for a thousand articles than on an order for ten.

If you are not in business, you know very well that a bale or a barrel, a crate or a gross, of any kind of household or personal goods you buy, comes cheaper to you than if you buy in small quantities.

It is inevitable that the finest factories should offer best terms to the house that gives them largest orders and allows them plenty of time to "do themselves proud" in turning out their most careful and creditable work.

It is inevitable, our business policy being what it is, that we should share these price advantages with the customer.

It is inevitable that the customer who has seen all the furniture exhibits, sometimes of two towns—his own and ours—should exclaim:

"There is no use in employing comparisons, for no furniture and no savings compare with Wanamaker's."

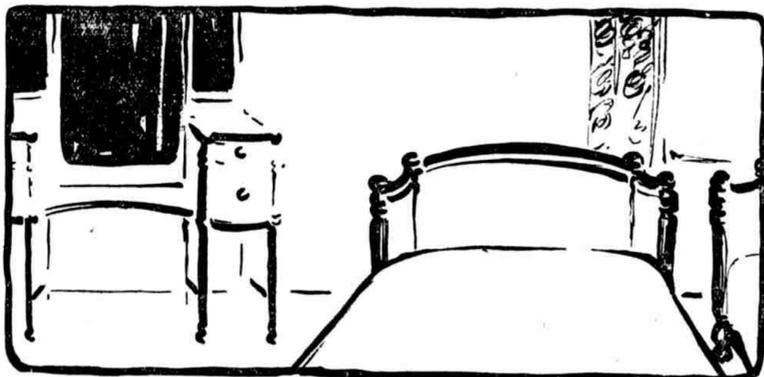
Altogether on our three furniture floors we have upward of 15,000 different sample pieces on display, backed by the huge stocks in our warehouses, from which fresh furniture flows in as fast as the furniture sold flows out.

The Sale started two weeks ago with stocks of 40,000 pieces, in which was represented every wood that is beautiful and useful for furniture, from walnut to satinwood, every period style of England, France or even American Colonial origin worth following, and every excellence in construction known to masters in cabinet work, from interiors of drawers carefully joined and lined with well-finished mahogany or sycamore, to all-hair filling for the delightful, roomy, inviting, overstuffed fireside chair that gives such service in the bedroom.

But there *will* come an end to it. No use raising false hopes.

There will come an end to August and to August prices.

Best to choose now, while there is full and plenty to choose from.



Consider Your Bedroom—

what an important room it is!

The most important in the whole house, is it not?

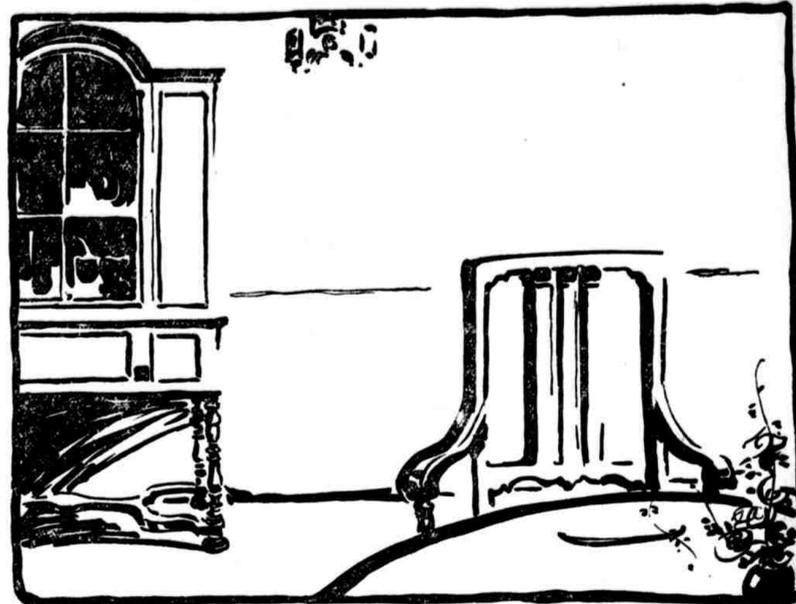
Gypsies, Arabs, primitive man, the animals themselves, can camp outdoors, to eat their meals and conduct their social intercourse; but when the shadows fall there must be a quiet retreat—if no tent, at least a hollow tree or an overhanging rock—into which to retire to rest, to think, to knit up afresh "the ravel'd skein of care."

You spend eight hours there daily—some of them with eyes open in the light—and every detail of its furnishings stamps itself upon your brain.

When you issue forth from the room to meet the world, the size and convenience of the drawers in your bureau, the very amount of hanging space in your chifforobe, the various refinements of comfort represented in your vanity dresser may affect your dress and appearance, that appearance of which we all so justly think so much.

The smallest of houses has usually two bedrooms to furnish, all apartments save the smallest have that number, standards of beauty and taste differ, purses have different stretching limits—and all this we have thought of carefully when gathering and when ordering your bedroom furniture for this great August Sale.

Which particular suit you, the individual, may select from this assortment of three hundred different kinds of bedroom furniture, we do not know, but we can confidently promise that you can find here the highest value for your money and that you can choose from the largest assemblage of excellent furniture in as many kinds, woods, designs and effects as have ever been brought together.



Dining-Room Suits,

after the busiest furniture selling in the annals of the trade, are still present in a selection which for combined beauty, quality, variety and moderate prices cannot be matched by any two, maybe three, retail collections in the land.

Jacobean, Georgian, Louis XVI, Italian, Colonial—all the period styles are here and, of course, executed in the finest woods the lumber forests grow.

Knowing that dining-room furniture receives, perhaps, the hardest wear of any furniture in the house, or that, anyway, more is expected from it than from any other pieces, we have given as minute study to details making for substantiality in these handsome dining tables, buffets, servers, china cabinets and sets of chairs as to details making for beauty and taste, and that's saying much.

If you enter your dining-room three times each day, as hungry for good furniture in it as for good food—it is you who need to see this August Sale furniture, in all the splendor of beauty, the dignity of service ability, enhanced by the golden glow of price-savings, that still surrounds it.

(Sixth Floor)

Antique Furniture

has a value beyond the wood and upholstery it is made of.

Scarcity enhances the value of anything; and for a fine old desk or chest of drawers, chair or sofa, people expect to pay a price commensurate with its mellow age and rarity.

But August Changes That!

In this month of the furniture sale all the beautiful old furniture in The Little House, numbering many antiques of the rarer sort from England, France and Italy, is greatly reduced in price.

And all the delightful old pieces in the Antique Rooms, consisting mostly of early American furniture, are for sale at special August prices that bring most of them much below the cost of ordinary pieces quite lacking their charm and atmosphere.

August is the money-saving month for any one wishing either rare imported antiques or simple old pieces from early American homes.

(Fifth Floor)

"Pleasant Dreams!"

A prophecy—or a mockery? Bless you, it all rests with the mattress or the pillows, and on how the sleeper rests on the mattress or the pillows.

If you buy a Wanamaker new mattress filled with pure, fine curled hair, or one of the finer grades of felted cotton, and properly covered and put together, or a Wanamaker pillow filled with cleanest, snowiest, airiest goose feathers, or even with down, and if then you can't sleep deeply o'nights and doze deliciously o'mornings—

You most likely have insomnia. See a doctor.

But if you haven't made any such wise investment, and spend wakeful nights twisting and thrashing and tossing and turning and wriggling and rolling and sliding and thinking of all the troubles you ever had since you lost a quarter down the back stairs at the age of six—

You most likely have an uncomfortable bed.

See Wanamaker's fine stocks of mattresses, springs and pillows thrown entire into the August Sale at lowest reductions in years.

(Sixth Floor)